

CLAIM AMENDMENTS

1-32. (Canceled)

33. (previously presented) A method comprising:

capturing via a handheld cellular telephone and in response to actions of a user, a digital image of a location including a restaurant;

displaying the digital image of the restaurant to the user on a display device of the handheld cellular telephone;

interacting with the user to select the digital image;

transmitting the digital image from the handheld cellular telephone to a server system;

identifying the restaurant, based on the recognition of the restaurant in the digital image of the location, and not based on the recognition of an optical code;

retrieving restaurant information via a computer network, based on the identification of the restaurant;

displaying at least a portion of the restaurant information on the handheld cellular telephone; and

facilitating at least one associated task based on the restaurant information, the at least one associated task including facilitating reservations for the restaurant.

34. (previously presented) The method of claim 33 wherein the restaurant information includes scheduling information for the restaurant.

35. (previously presented) The method of claim 33 wherein the restaurant information includes food information for the restaurant.

36. (previously presented) The method of claim 33 wherein the restaurant information includes transportation information for the restaurant.

37. (previously presented) The method of claim 33 wherein the restaurant information includes visual content.

38. (previously presented) The method of claim 33 wherein the restaurant information includes audio content.

39. (previously presented) The method of claim 33 wherein the at least one associated task includes a customized task performed by the handheld cellular telephone.

40. (previously presented) The method of claim 39 wherein the customized task is shared by other users of other handheld cellular telephones.

41. (previously presented) The method of claim 33 wherein the at least one associated task includes task options made available from a service provider.

42. (previously presented) A method for use with a wireless communication device capable of accessing a computer network, the method comprising:

receiving a digital image of a restaurant captured with the wireless communication device;

receiving a selection of a task, wherein the task includes making reservations for the restaurant; and

identifying the restaurant, based on the recognition of the restaurant in the digital image, and not based on the recognition of an optical code;

facilitating the making of the reservations for the restaurant via communication with the computer network and based on the identification of the restaurant, wherein the facilitating includes retrieving restaurant information.

43. (previously presented) The method of claim 42 wherein the restaurant information includes scheduling information for the restaurant.

44. (previously presented) The method of claim 42 wherein the restaurant information includes food information for the restaurant.

45. (previously presented) The method of claim 42 wherein the restaurant information includes transportation information for the restaurant.

46. (previously presented) The method of claim 42 wherein the restaurant information includes visual content.

47. (previously presented) The method of claim 42 wherein the restaurant information includes audio content.

48. (previously presented) The method of claim 42 wherein the digital image of the restaurant is captured via an image of a substantially planar object.

49. (previously presented) The method of claim 40 wherein the digital image of the restaurant is captured via an image of a non-planar object.

50. (previously presented) A method comprising:

capturing via a handheld cellular telephone and in response to actions of a user, a digital image of an event venue;

displaying the digital image of the event venue to the user on a display device of the handheld cellular telephone;

interacting with the user to select the digital image;

transmitting the digital image from the handheld cellular telephone to a server system;

identifying the event venue, based on the recognition of the event venue in the digital image, and not based on the recognition of an optical code;

retrieving event information via a computer network based on the recognition of the event venue;

facilitating at least one associated task associated with the event venue, based on the event information; and

displaying at least a portion of the event information on the handheld cellular telephone.

51. (previously presented) The method of claim 50 wherein the event information includes at least one of: scheduling information, food information, transportation information and ride information.

52. (previously presented) The method of claim 50 wherein the at least one associated task includes a customized task performed by the handheld cellular telephone.

53. (previously presented) The method of claim 52 wherein the customized task is shared by other users of other handheld cellular telephones.

54. (previously presented) The method of claim 50 wherein the at least one associated task includes task options made available from a service provider.

55. (previously presented) The method of claim 50 wherein the at least one associated task includes ordering a ticket.

56. (previously presented) The method of claim 55 wherein the ordering of the ticket includes at least one of: pre-ordering the ticket for a later date; and ordering the ticket for a current date.

57. (previously presented) The method of claim 50 wherein the at least one associated task includes sending an email to a person.

58. (previously presented) The method of claim 50 wherein the at least one associated task includes placing a call to a person.